



INDIANA STATE FAIR

Title: Marketing Intern

Internship Dates: Mid to late May through the end of the State Fair.

Paid Internship

General Description: As one of two interns, the marketing intern will have several tasks including, but not limited to, assisting with the planning and implementation of the 2020 Indiana State Fair Marketing Plan, assistance with program distribution implementation, project management and more.

Responsibilities:

1. Assist with the execution of the Indiana State Fair Marketing Plan
2. Assist with the execution of the Indiana State Fair Social Media plan.
3. Coordinate and organize program distribution plan for the Indiana State Fair.
4. Assist with the FAIRs Care and Summer Library Promotion programs.
5. Engage in customer and guest experience support
6. Organize and compile photos of the 2020 Indiana State Fair.
7. Assist with graphic design needs as they arise.
8. Overall support of the Marketing Department.

Qualifications: The incumbent must be at least 18 years of age. Preferred areas of study include Advertising, Communications, Marketing or a related field. Graphic Design and Adobe program knowledge is preferred. Ideal applicant will be personable and able to work well both independently and as part of a team.